

Human Sensibilities for Innovation

CURIOUS

Ask questions;
look beyond the surface
and the obvious;
wonder and wander

GENERATIVE

Turn ideas into
something real;
make things

RESOURCEFUL

Make use of what's
available; use only what's
necessary to get going

IMAGINATIVE

Imagine what might be;
see more than what is;
believe things can be better

EMPATHETIC

Don't design for self;
see from another's
perspective about what is
valuable

PLAYFUL

Act without specific
purpose; behave as if
there are no constraints;
be childlike

BRAVE

Take risks; go to frontiers;
back yourself and keep
your nerve

UTILITARIAN

Create things that are usable
and fit-for-purpose;
produce things that are
valuable to someone

EXPERIMENTAL

Propose options and test to
see what works without
prior proof;
learn and adjust

INTEGRATIVE

Mix intuitive and analytical;
play with abstract and
concrete; move fluidly
between perspectives

PERSERVERANT

Keep going when the going
gets tough; bounce back
and learn from failures

COLLABORATIVE

Work with others; include
diverse experience, skill and
perspectives to enrich
solutions